

KEITH-O'BRIEN Co.

Hair dressing, manicuring and chiropody—spacious new quarters,
third floor. Take Elevator

LADIES' BOYS' and MISSES' HOSIERY, LADIES' KNIT UNDERWEAR and LADIES' SACQUES.
C. B. CORSETS AT HALF PRICE.



View of the north main aisle, showing enlarged departments: Hosiery, Underwear, Corsets and Underskirts.

Now that the Formal Opening is over and Conference has passed, attention is being given to pushing merchandise at prices that influence buying. The main south aisle, reaching to the rear of the store, where cloaks and suits were formerly located, will be a busy scene Saturday because of splendid specials.

Ladies', Misses' and Boys' Hosiery

Boys' K.O.B. fast black cotton hose, 1 and 1 ribbed, double heel, toe and sole, the kind that wear—K.O.B. special, 25c.

Misses' K.O.B. fast black cotton hose, fine ribbed, double heel, toe and sole—K.O.B. special, 25c.

Misses' fine ribbed lisle, fast black hose, double heel, toe and sole—K.O.B. special, 25c.

Ladies' fast black hose, boot or all-over lace, in fine dainty patterns, at 50c.

Ladies' silk lisle, absolutely stainless, black hose, double heel, toe and sole—K.O.B. special, at 50c.

We are showing all the new shades of hose—black, pink, light or navy blue and brown with white dots, and white with black dots. These are very nobby for low shoes—65c.

Ladies' extra size black lisle hose, double heel, toe and sole—65c.

Knit Underwear

Ladies' low neck and sleeveless vests, some with very narrow strap over the shoulder; plain or fancy ribbed; extra good quality, at 3 for \$1.00.

Ladies' tight knee (umbrella style) knit pants, very special at 3 for \$1.00.

Ladies' high neck and long or short sleeve bleached cotton vests—Special 25c.

Also pants to match in the light knee or umbrella lace trimmed, at 25c.

Ladies' Fine Nainsook and Long-cloth Gowns

Low neck and short sleeves; high neck and long sleeves; chemise and slip over styles; trimmed in dainty val. lace; others with fine embroidery—Special at \$1.39.

Misses' Jumper Suits

Includes only the very finest qualities and the most stylish models in misses' wool voile and linen jumper suits. We urge inspection. The most reasonable prices are in force. Sizes from 12 to 18 years. Prices \$7.50 to \$15.00.

Misses' Skirts

New spring models with flare skirts. The latest weaves and effects and the season's most popular fabrics. Variety of style has been our highest aim in assembling these beautiful skirts. Priced below the ordinary to encourage shopping. Our chiffon, Panamas and French voiles at reasonable prices represent an earnest effort to overcome competition in styles and in prices.

Dressing Sacques

Ladies' dark blue, French blue, red, gray or black and white percale sacques; also ladies' light lawn sacques with pink, light blue or black figures, regular 75c styles—at 59c.

Will Close Out Our Entire Line of C. B. Corsets at Half Prices

Long or short hip, in fancy black, pink and light blue silk, gray or white coutel.

Regular \$2.50 models—\$1.25.

Regular \$3.50 models—\$1.75.

Regular \$5.00 models—\$2.50.

Infants' Headwear

Infants' lawn caps, with fine tucks and hemstitched around the face—Special at 25c.

We are showing a number of very pretty ones at this price. One has a turn back with 5 small hemstitched tucks, val. lace around the face; lawn ties, at 50c.

A very dainty style with turn back eyelet embroidery; ruching of German val. lace; satin ribbon ties. Many other very pretty styles, from \$1.00 to \$3.50.

A fetching little bonnet, made of tucked and shirred mull, trimmed in pink, white or light blue satin ribbon—Special at \$3.95.

Another is a very Frenchy cap, made of embroidery insertion and imitation baby Irish lace band around the face with dainty soft pink or blue ribbon drawn through; finished with large rosette of the ribbon on each side; tied with large satin ribbon strings and lined with silk of the same shade—\$5.95.

Children's linen hats in pink, light blue and white, with rolling brim and striped sash—Special at 75c.

Another is a white duck hat, straight brim, colored striped sash—at 75c.

Boys' Suits

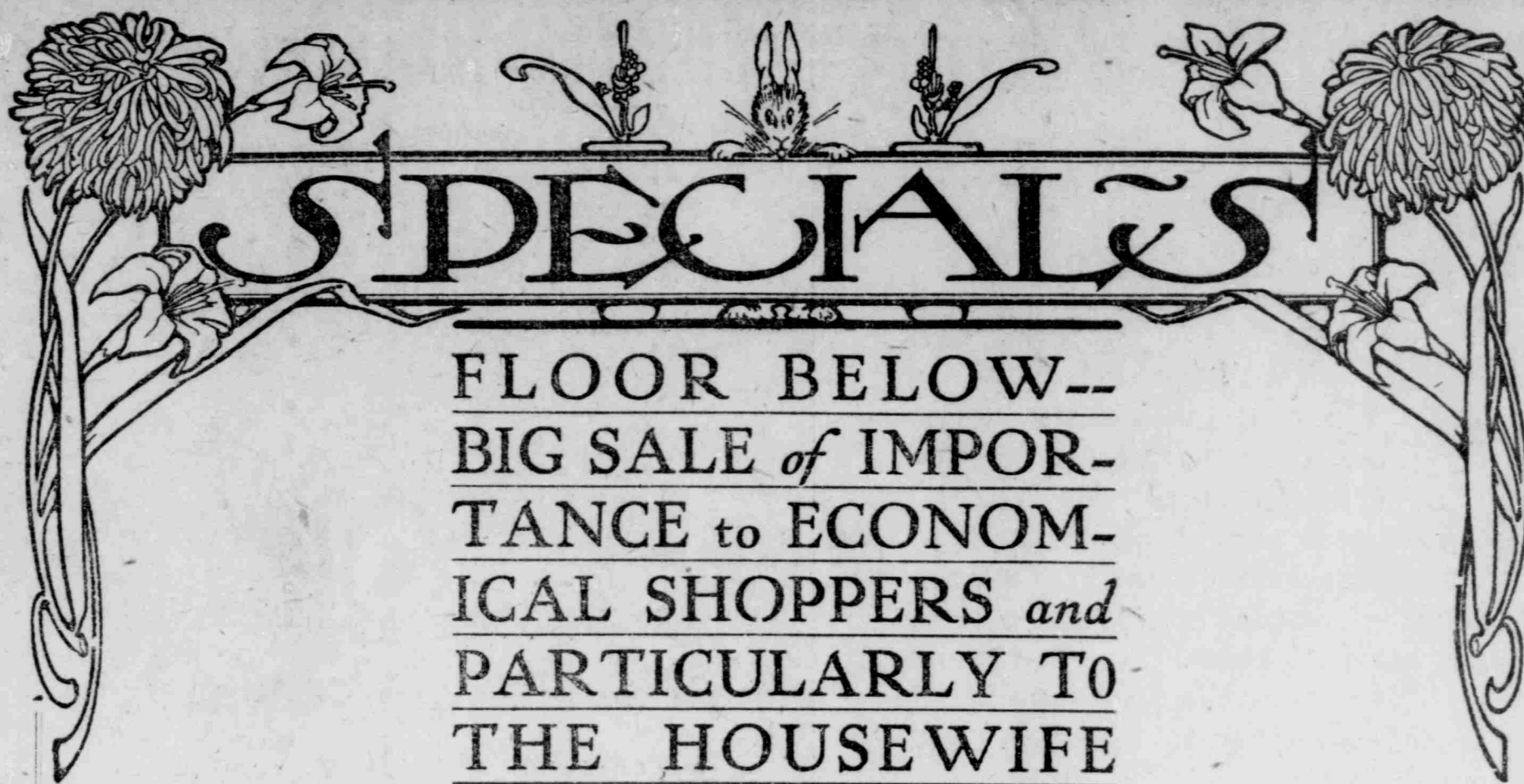
The Boys' Easter Suit is a question that should interest you at present. We have received another shipment of Norfolk and knee pants suits to meet an increasing demand for our suits at our prices.

Children's Wash Suits

New and pretty styles in Boys' Buster Brown and sailor suits, in wash material, gingham, madras, galatea, pique, Indianhead, sousette, duck and linen. The "Cadet Brands" insure satisfaction, ages 2½ to 10 years. Prices 75c to \$12.00.

CONCERT PROGRAM SATURDAY EVENING

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|--------------------------------------------------------|------------------------------------------------------------|
| 1. Maxim March, from Jolly WidowLehar | 8. March, Newhouse ClubChristensen |
| 2. Waltz, Tales from the Vienna WoodsStrauss | 9. Waltz, Venus' ReignGung'l |
| 3. Selection, FantanaHubbell | 10. Selection, CarmenBizet |
| 4. Idyl, First Heart ThrobsEilenberg | 11. Andantino To My WifeLemare |
| 5. Dill PicklesTobani | 12. Prelude and Cavatina, from RusticanaMascagni |
| 6. "Extase"Tobani | 13. Medley, Sultan of ZuluLuders |
| 7. Selection, WoodlandLuders | 14. March, Sempere FidelisSouza |



SPECIALS

FLOOR BELOW-- BIG SALE of IMPOR- TANCE to ECONOM- ICAL SHOPPERS and PARTICULARLY TO THE HOUSEWIFE

- ☐ The stock embraces nearly every household utility.
- ☐ Everything in that department reduced in price.
- ☐ Takes in chinaware, baskets, cooking utensils, etc.
- ☐ Tinware, brooms, enamel and granite ware, etc.
- ☐ Baskets, tubs, wash boards, mops, flower pots, etc.
- ☐ Hand-painted chinaware, cut glass, carving sets, etc.

There is one convincing fact about the sales which this store inaugurates: they count! They count in savings; in dollars and cents.

KEITH-O'BRIEN IS ON THE SIDE OF THE CUSTOMER EVERY TIME! BIG SALES, A PUSHING BUSINESS, SMALL PROFITS! SOME STORES: SMALL SALES, BIG PROFIT! BUT WHAT A DIFFERENCE TO THE CUSTOMER!

Japanese Plates, Cups and Saucers

A pretty stock. Many like the unique patterns. Plates: values upward to 35c for 16c; cups and saucers, values upward to 75 cents for 38c.

Enamel and Graniteware

Every article in these two lines reduced One-Third. These articles in the beginning are marked lower than usual selling prices elsewhere. The reductions therefore mean bargains.

Dinner Sets—One-Fifth Reduction

Twenty per cent on the dollar on dinner sets already closely marked is a splendid inducement. The stock is standard and the patterns dainty.

Fancy Hand-Finished China

The stock is large and the assortments comprise many exquisite patterns. From these prices birthday and wedding presents are regularly chosen. A discount of 33 1-3 per cent—one-third—prevails.

Beautiful Cut Glass

Goods of this character are sold on the floor below at inside prices. Further reductions of one-fourth to one-fifth are inducements entirely out of the ordinary.

Baskets of All Descriptions

One wouldn't imagine there are so many different kinds of baskets made until the handsome stock is seen. There is

every kind; hampers, clothes baskets, wash baskets, lunch baskets—every kind you can think of 20 per cent reduction.

The above sweeping reductions touch only some of the principal lines. One begins to appreciate the scope of the savings the sale affords when the multiplicity of small utilities are considered. Clocks, vases, ironing boards, brooms, mops, tubs, buckets, wash boards, cooking utensils, tinware, jars, crocks, flower pots, garden hose, curtain stretchers, cuspidors, nickel plated ware, fancy clocks, hammers, hatchets, clothes pins, wringers, flour and sugar cans, bread and cake boxes, jardiniere, table mats, toilet papers, spice cabinets, chopping bowls, towel racks, flour sieves, churns, garden hoes, rakes, table glasses, earthen teapots, ham-mocks, combination fruit and punch bowls and cups, etc., etc.

Toys of All Kinds.

Dolls, games, wagons, hand cars, velocipedes, coasters, juvenile books, jumping ropes, old apple tree swings, mechanical trains, mechanical toys, baseball goods, masks, catching gloves, bats, balls, Teddy bears, wheelbarrows.

Diabolo—the Latest Game

It is a craze everywhere. Every child wants it. A fascinating and exhilarating game.

The Other Side of the Floor Below

Large stock of go-carts, priced lower than similar goods are sold elsewhere. Complete stock of trunks. Priced very low—considerable saving.



Saturday Waist Specials

On Second Floor

Regular \$1.95 Waists, \$1.35; a good variety to select from in many different styles and patterns.

A dainty white lawn waist pattern front of Val. lace, hemstitching, embroidery and fine tucks, collar and cuffs to match, regular \$1.95, for. **\$1.35**

A beautiful white mercerized mull, yoke made of linen Cluny and German Val. lace; all-over embroidery front; back with fine pine tucks; special value **\$4.95**

Big Saturday Special in Belts.

This is really a bargain. It was a **\$1 to \$5** broken lot, and we bought all the **Values** manufacturer had. The quantity was more than we wanted, but the price justified the purchase
SILK, LEATHER AND EMBROIDERY. Sizes 22 to 32. Be sure and get your correct measure before coming to the store.

SATURDAY EASTER SHOE SALE

\$3.95 WOMEN'S OXFORDS—Tan or black, twenty styles, every pair worth \$5.00. Tomorrow only.

\$3.50 WOMEN'S OXFORDS—Pretty tans, dainty patents, snappy lasts, all leathers. A very large assortment.

\$1.00 INFANT SHOES, on bargain table for easy selection.

\$1.45 LITTLE BOYS' SCHOOL SHOES.

\$1.45 MISSES' AND CHILDREN'S SCHOOL SHOES.

\$1.95 MISSES' SCHOOL SHOES—a large assortment of shoes that will wear.

Our complete stock of new Oxfords and Slippers for Misses and Children are now here.



Fine Saturday Evening Concert.

Some of the Newest Airs